

WHAT IS CLAIMED IS:

1. A method of measuring the variation of the total number of individuals present in a determined geographical area over an analysis period, including distinguishing between variation in the population that is usually present in said area and the variation in the population additional thereto, each individual being in a position to use mobile equipment that is capable of being located, the method comprising:
 - at least one calibration stage comprising the following steps:
 - generating a first request to obtain from a database the identifiers of mobile equipments that are active at least once in said geographical area during a calibration period; and
 - determining for each identifier, an area flag representative of the fact that a habitual place of use of the equipment associated with the identifier is or is not situated in said predetermined area; and
 - at least one measurement stage comprising the following steps:
 - generating a second request for obtaining, from said database, first temporal data constituted by the total number of active equipments in the area, at various measurement instants in the analysis period;
 - generating a third request to obtain, from said database, for the identifiers associated with an area flag representative of having a habitual place of use situated in said area, second temporal data constituted by the number of said identifiers that are associated with an equipment that is active in said area at said measurement instants; and
 - measuring the variation in the total number of individuals present in said predetermined geographical area, during said analysis period, while distinguishing between variation in the population usually present in

said area and variation in the additional population, on the basis of said first and second temporal data.

2. A measurement method according to claim 1, wherein
5 said third request is generated solely for a sample of the set of identifiers associated with an area flag representative of having a habitual place of use situated in said area.

10 3. A measurement method according to claim 1, wherein, during said determining step, an identifier is associated with an area flag representative of the fact that a habitual place of use associated with said identifier is situated in said area, when a utilization rate of said
15 equipment over said calibration period is greater than a predetermined threshold.

4. A measurement method according to claim 1, wherein, during said measuring step, account is taken of the
20 percentage of individuals that dispose of mobile equipments.

5. The use of a measurement method according to claim 1 for dimensioning a telecommunications network installed
25 in said predetermined area.

6. The use of a measurement method according to claim 1, for analyzing or anticipating a flow of population movement entering or leaving the area.

30 7. The use of a method of evaluation according to claim 1, for triggering specific measures for protecting resident or visitor populations in a hazardous geographical area.

35 8. The use of the measurement method according to claim 1, for measuring, from said first and second temporal

data, the variation in the numbers of tourists and excursionists in the area, during said analysis period.